

SNOW KING

resort

August 17, 2006

WHAT'S NEW

SNOW KING RESORT / LOVE RIDGE RESORT LODGES

NEW SKI RUN AT SNOW KING RESORT – this winter Snow King Resort will offer a new run for beginner skiers. Called the “Cat’s Tail” run, it is located at the bottom of the Cat’s Meow and allows skiers easier access to the Rafferty Ski Lift. Snow King Resort is also reconfiguring the beginner area of the mountain to provide better services for skiers and the Ski School.

LOVE RIDGE RESORT LODGES - The final phase of the Love Ridge Resort Lodges will be completed by Christmas 2006, adding 60 (120 units with lock-off possibilities) to the already completed 80 lodging units. Also due for completion are six residential units offering one to four bedroom condominiums and 11 staff residences. On a ridge overlooking the Town of Jackson, the Love Ridge Resort Lodges are the hottest new entry to Jackson Hole's luxury vacation lodging scene. Offering the only luxury condominium lodging in the town of Jackson and available for nightly rental, the 2,000 square foot condominiums boast national forest & Snow King Ski Area at their backdoor and spectacular views of the Grand Teton Mountains from the front, yet only a six-block stroll to the famous Jackson Town Square with all of it's shopping, restaurants & nightlife. Lodging choices range from Studio units with kitchenettes and fireplace to our spacious 3-bedroom unit offering gourmet kitchen, two fireplaces and individual bathrooms per bedroom.

SMOKE FREE ENVIRONMENT – Snow King Resort is proud to announce that the Shady Lady Saloon has become a smoke-free environment. Located off the main lobby of the Snow King Hotel, the Shady Lady is known for their live music, daily drink specials and the local’s favorite, Open Mike Night. Greg Smith, Operations Director of Snow King Resort, is excited to move forward on a plan that has been discussed over time. “We at Snow King feel that the health of our guests and employees are very important and believe that this is a valuable step in promoting smoke free dining and beverage service throughout our operations and hopefully in the Town of Jackson and Teton County.” Other designated smoke free areas at Snow King Resort include the main lobby, restaurant, meeting and convention space, condominiums, Love Ridge Resort Lodges and 75% of our hotel rooms. Open daily at 2pm, this multi-level lounge has been refreshed in time for the summer season and offers appetizers along with cocktails, wines and spirits.

SNOW KING LOBBY RENOVATION - The lobby at Snow King Hotel has been upgraded with new carpet and furniture. Leather mixed with rich fabrics combined with intimate areas gives the hotel a cozy feel. Sit next to the massive stone fireplace while enjoying expansive views of the ski hill. Additional amenity upgrades of the Resort include complimentary Wi-Fi, free internet kiosks in the lobby, and a coffee barista.